

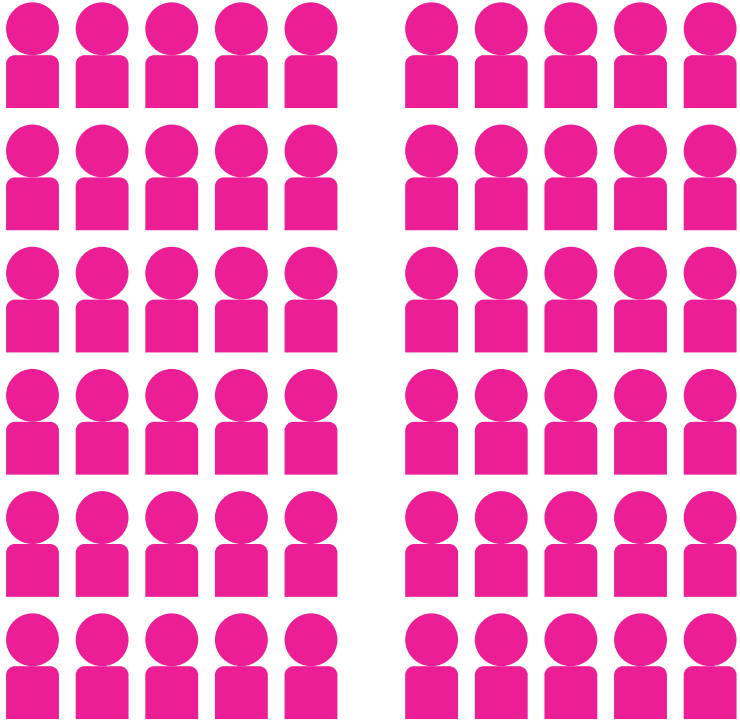
# Ms Jesslyn

# Digital HR Assistant

Cabin Crew Digital Recruitment

**TEAM NOT BAD SIA**

# Recruitment Event



Let your dreams take flight  
as a Singapore Airlines cabin crew!

Join us at our walk-in interviews

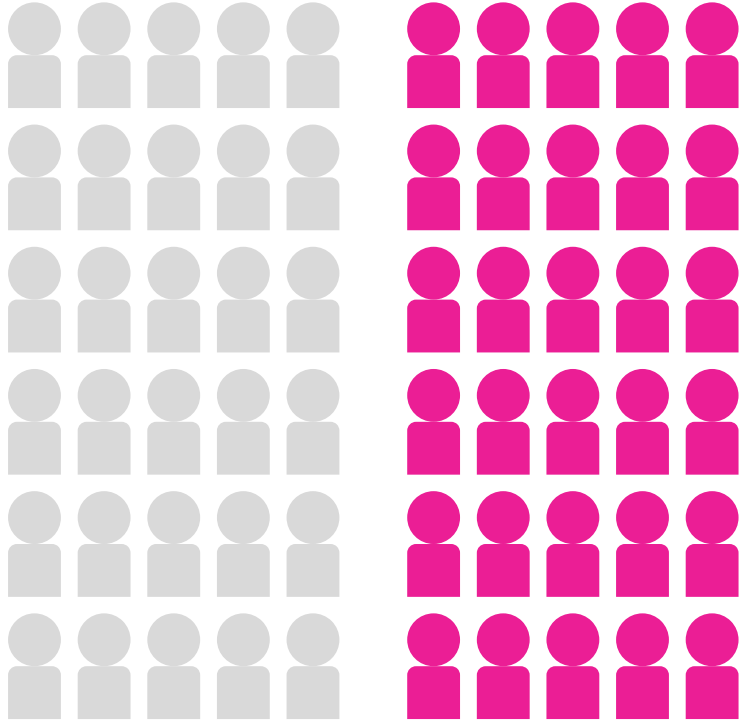
9th January  
Pan Pacific Singapore  
Ocean Ballroom

Registration is from 8.30am - 2pm

**SINGAPORE AIRLINES** 

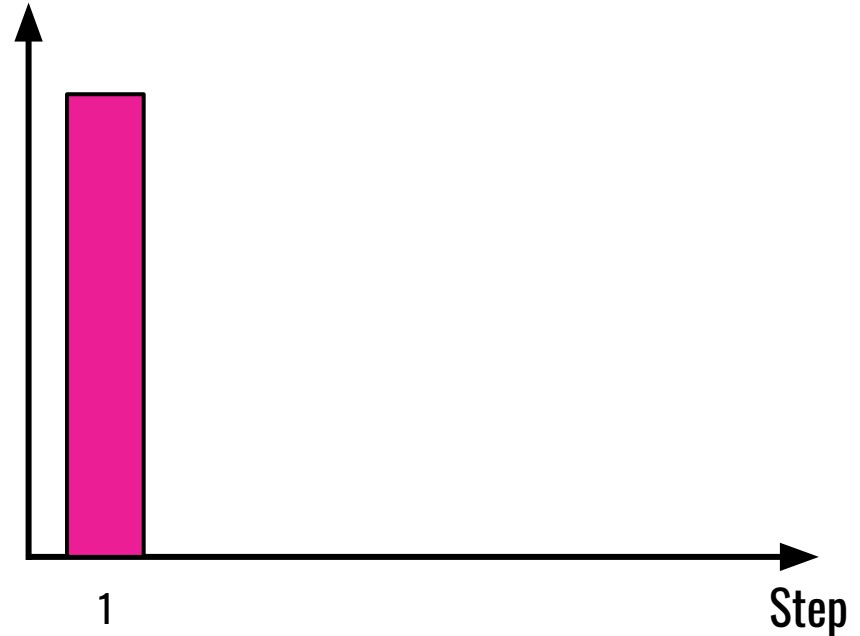
A STAR ALLIANCE MEMBER 

# Recruitment Event

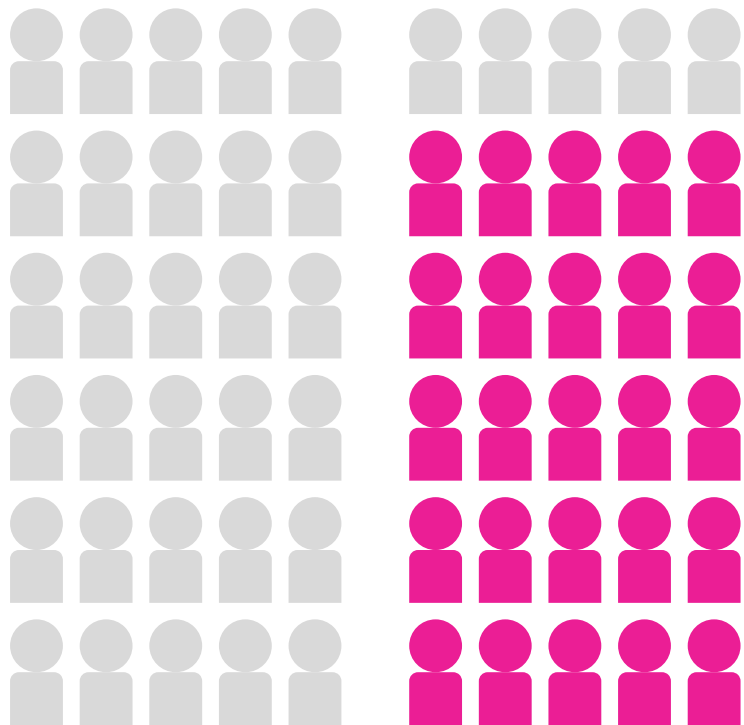


## Round 1: Group Interview

Resources spent (time, money)

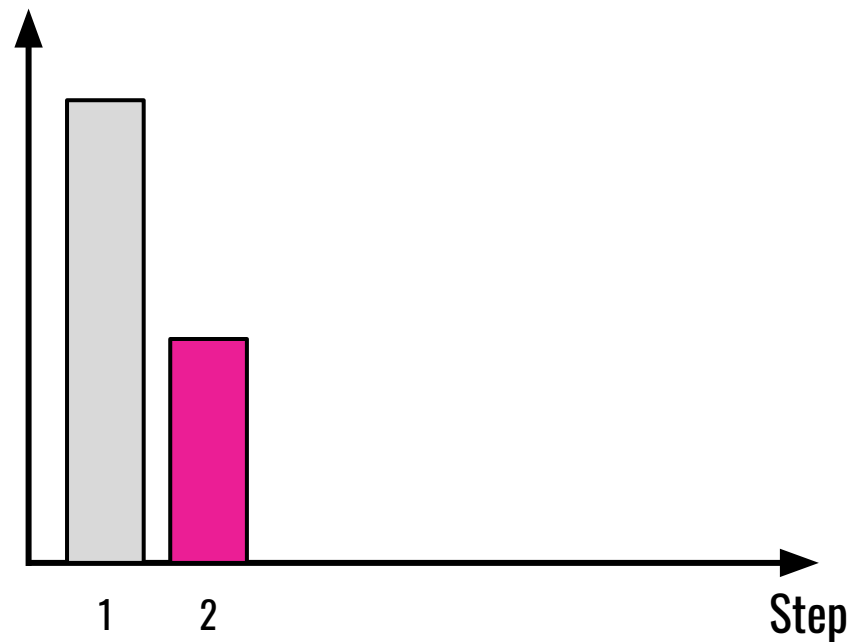


# Recruitment Event

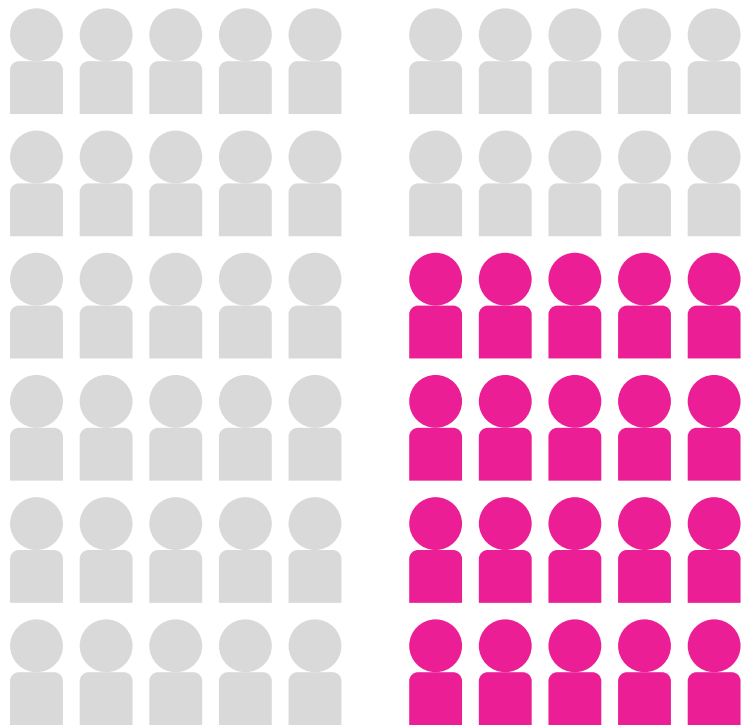


## Round 2: Skin & Weight Check

Resources spent (time, money)

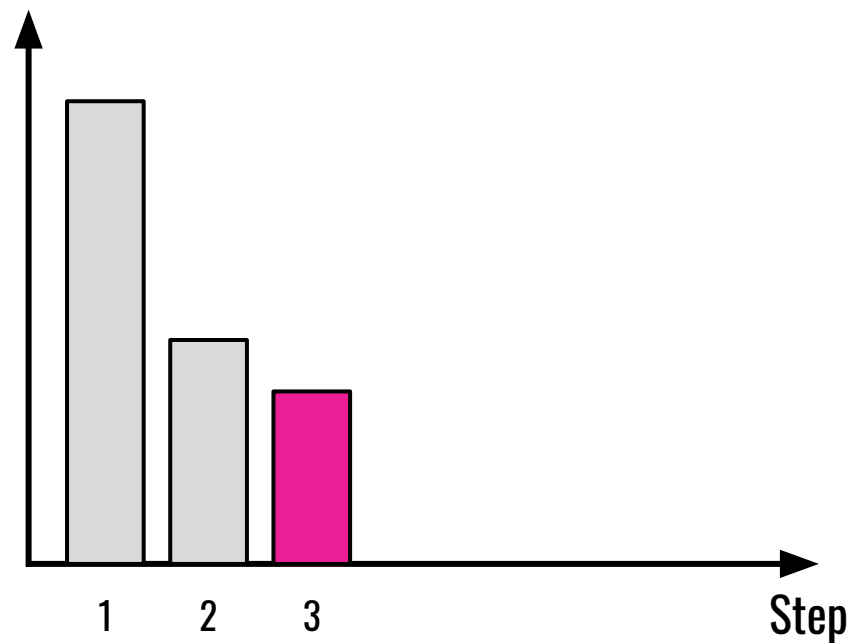


# Recruitment Event

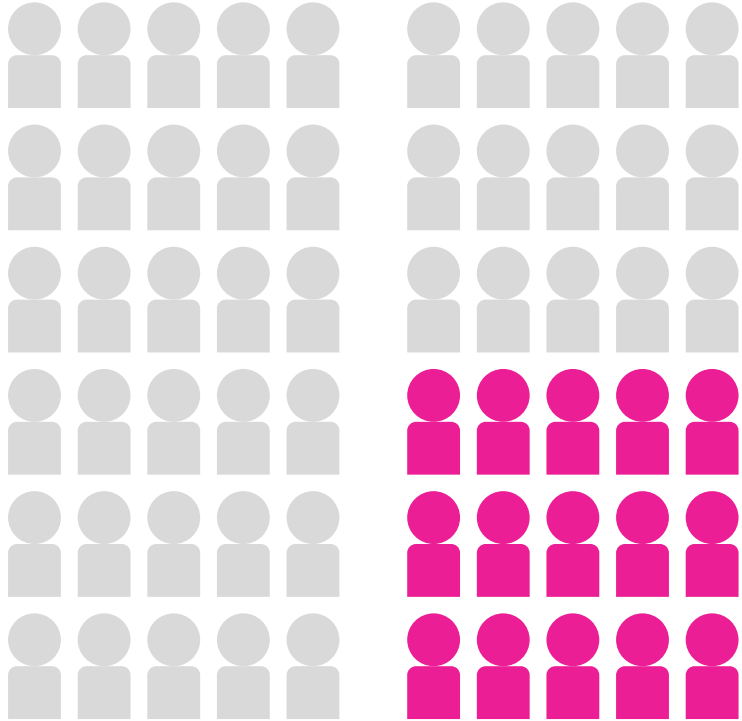


## Round 3: Individual Interview

Resources spent (time, money)

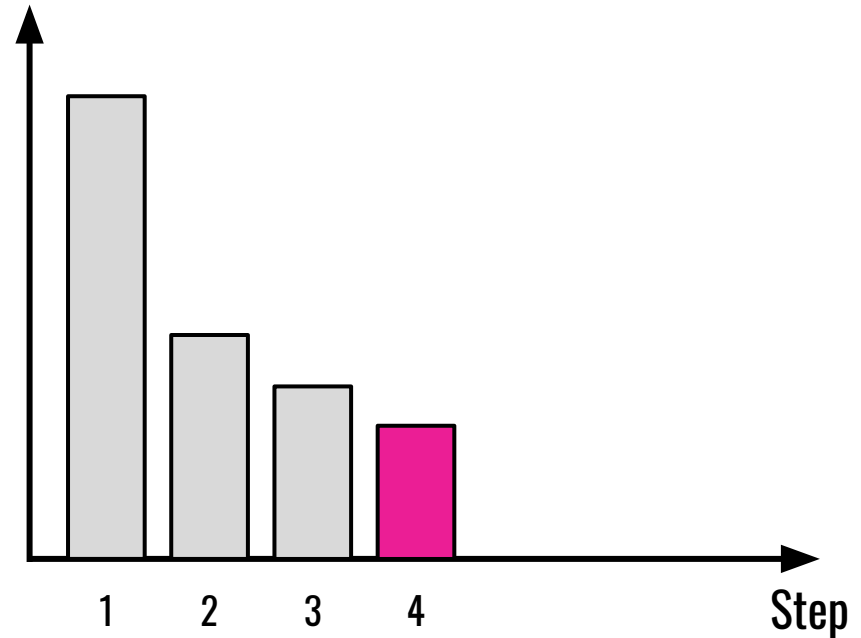


# Recruitment Event

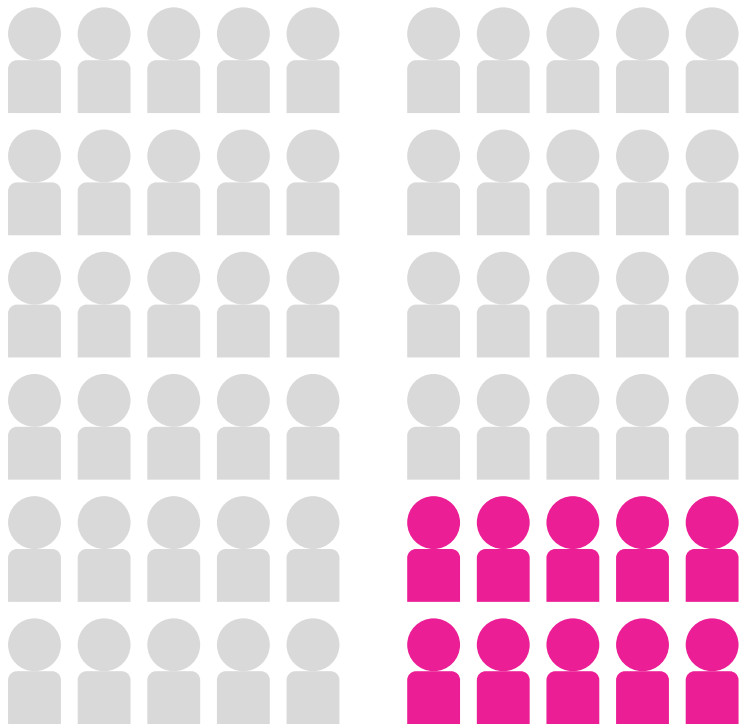


## Round 4: Management Interview

Resources spent (time, money)

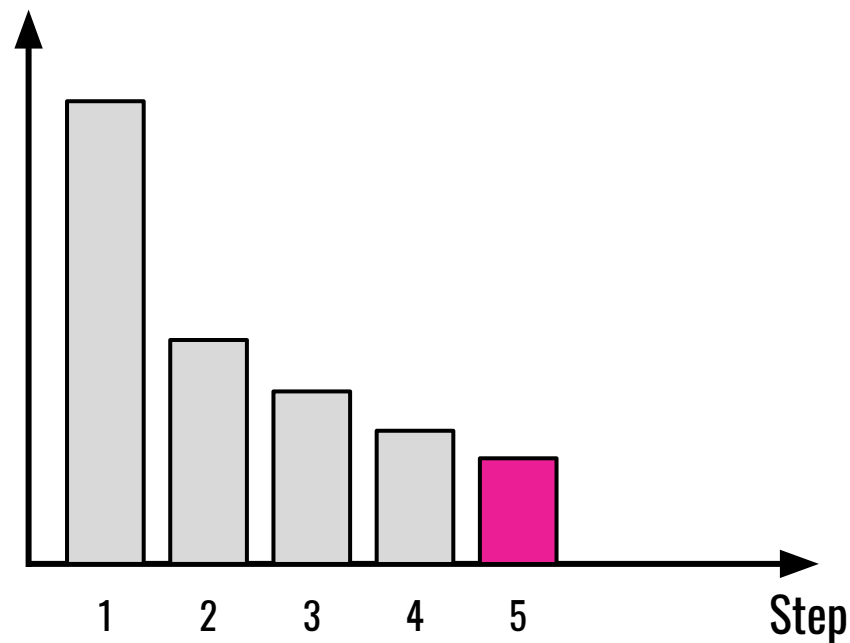


# Recruitment Event

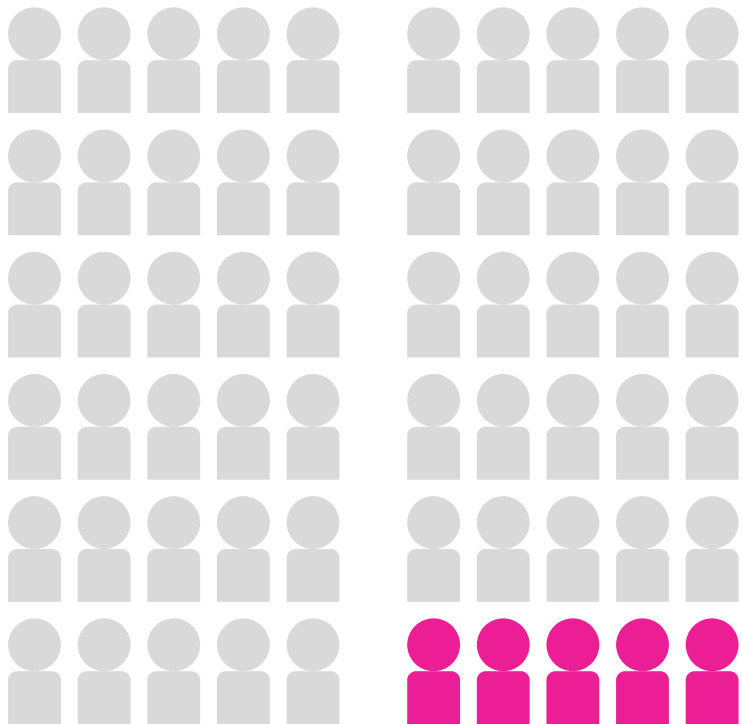


## Round 5: Kebaya Check

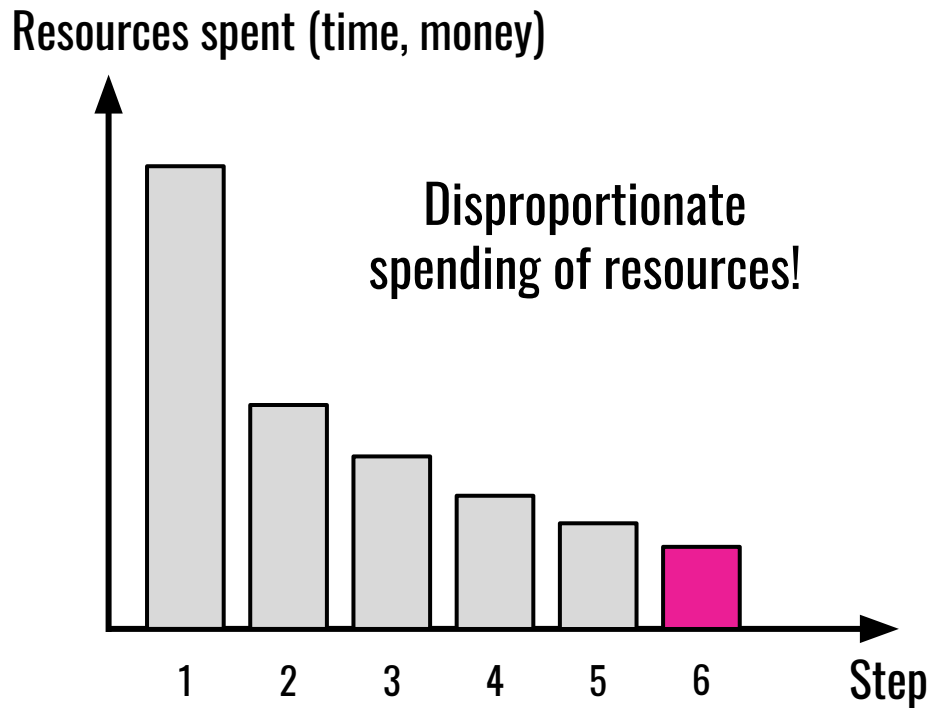
Resources spent (time, money)



# Recruitment Event

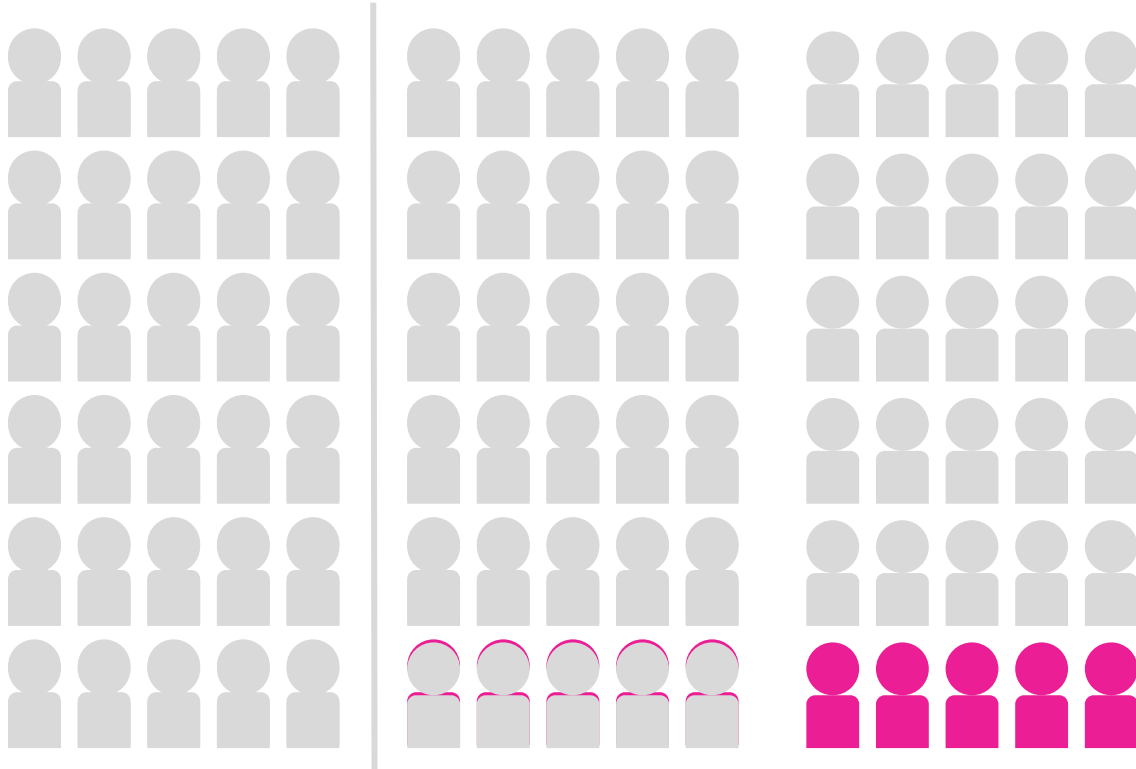


## Round 6: Health Checkup



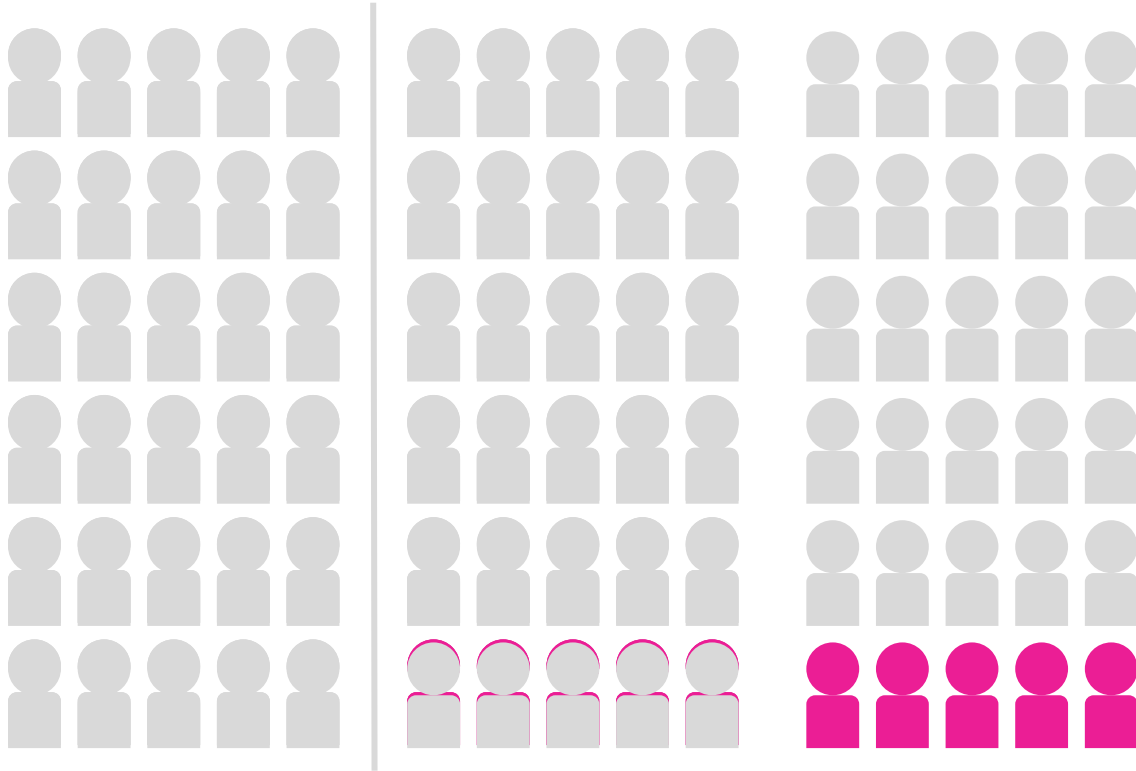


# THE PROBLEM



Yield: **8%**

# THE PROBLEM



Too much effort,  
too little yield.

Here's what you get:

A **super-intelligent**  
interview assistant  
to make your next  
hire a **success**.

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*Meet* Ms Jesslyn  
Digital HR Assistant

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# OUR SOLUTION

## Virtual Interview

Allow candidates to interview with **Skype** anytime, anywhere to increase number of applications.



## Smart Assistant

Use **Artificial Intelligence** to shortlist top candidates from talent pool for further screening.



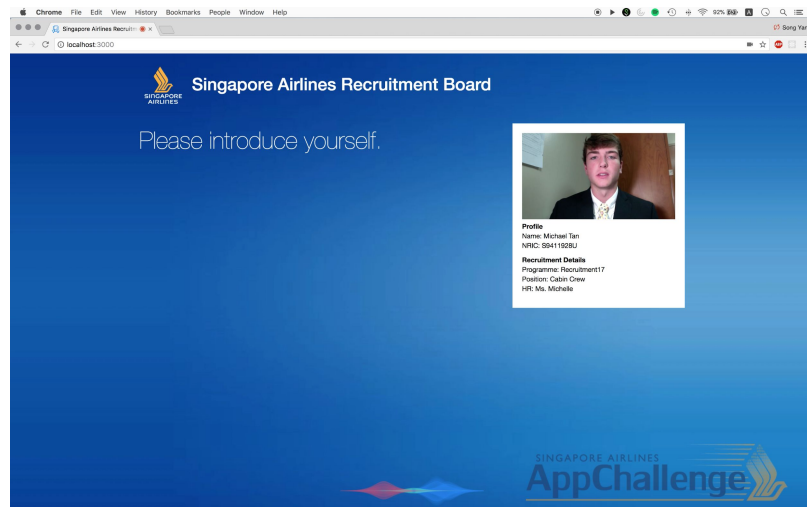
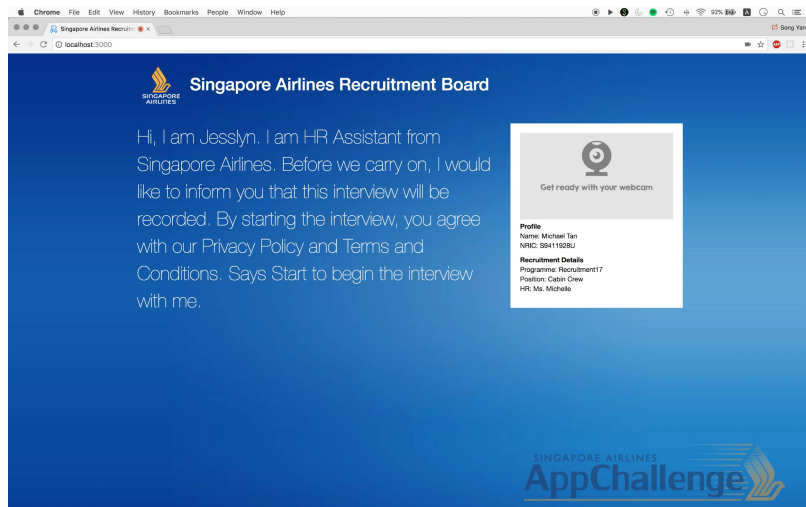
## Lesser Effort, Greater Yield

**Maximise your resources** by evaluating only high-potential candidates.

# Recruitment Flow

1

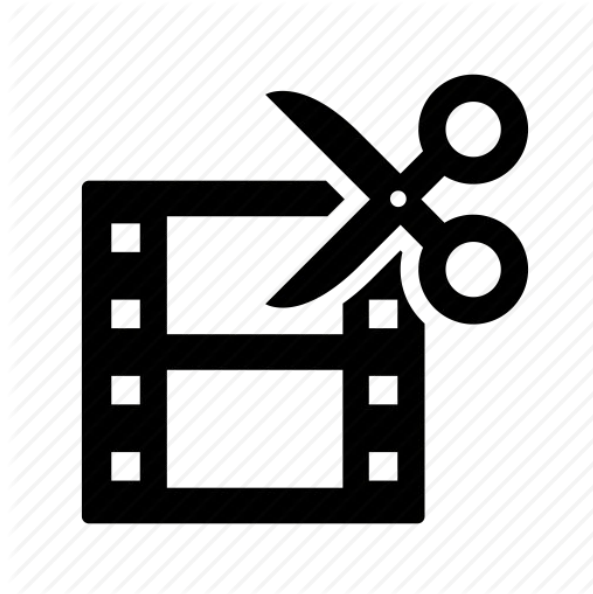
Candidates engage Ms Jesslyn to initiate the interview and the process is recorded



# Reinvent Recruitment Flow

2

Jesslyn cut recorded interview into multiple parts for video analysis





# Recruitment Flow

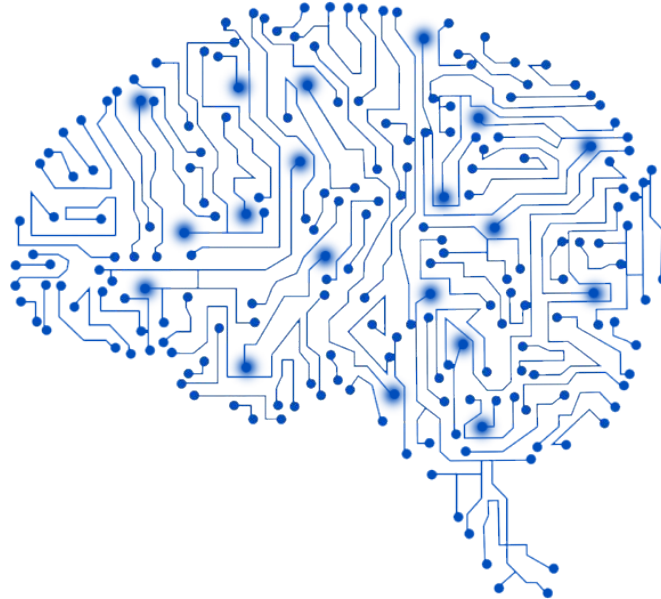
3

Analyse candidate performance with AI technology

Tone

Proficiency

Messages



Sentiment

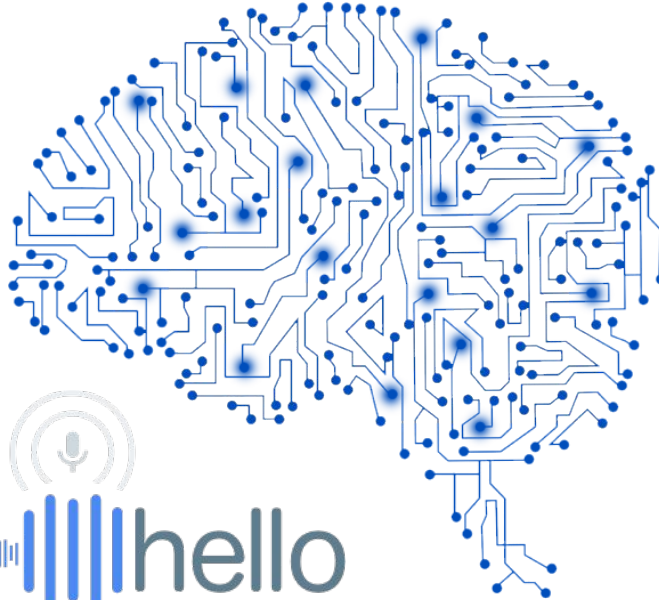
Emotion

Sincerity

# Recruitment Flow

3

Analyse candidate performance with AI technology



# Recruitment Flow

4

Pick the best candidates from the talent pool that meet the requirements



Kimberley Lee Xiao Xin



Language proficiency

Positivity

Work experience

Interview performance

Score

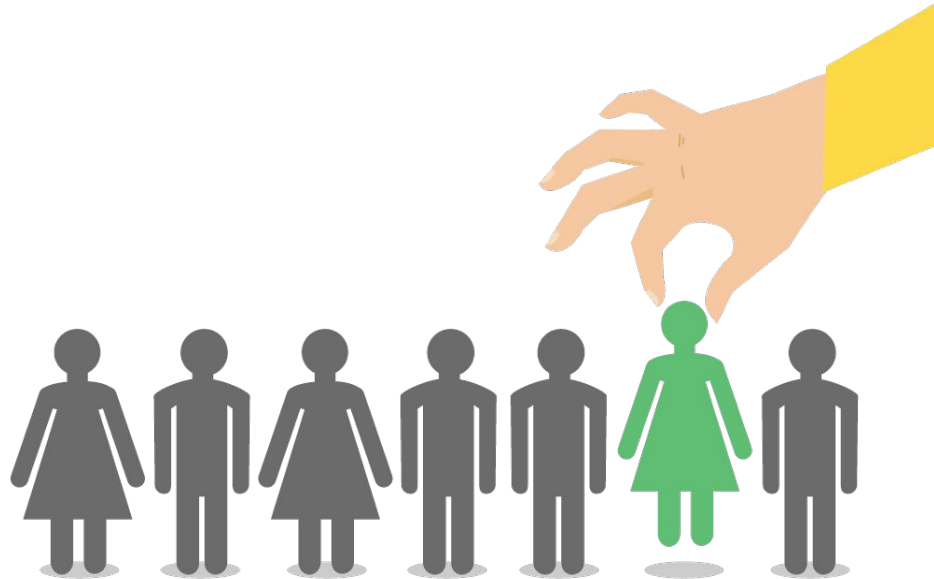
9.7

51th/2784

# Recruitment Flow

4

Pick the best candidates from the talent pool that meet the requirements



# WHAT THIS MEANS FOR SIA

- Saves HR Executives and top management a great deal of **time**

**Number of interviewees every year: 3000**

**Total time spent in interviewing one person: 30 minutes**

**Time saved: 1500** employee hours!

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All recruitment processes

- Pilots
- Engineers
- Ground Professionals

# WHAT THIS MEANS FOR SIA

- Collation of useful suggestions and feedback through interview recordings
- Scalability and Convenience
- Efficient and high tech process provides a better experience for interviewees

# FUTURE ENHANCEMENTS

- Add a human touch and conversational feel to the interview process using NLP
- Real time analysis of interviewee's answers



**Thank you!**

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